



# ConnecTechAsia

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**CommunicAsia**



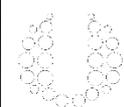
**NXTAsia**



**BroadcastAsia**

**26 - 28 June 2018**

**Marina Bay Sands & Suntec Singapore**



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**ConnectTechAsia is where technologies, ideas, and business converge.**

Encompassing CommunicAsia, BroadcastAsia, and the new event NXTAsia, ConnectTechAsia covers the entire spectrum of communication, broadcast, and enterprise technology and services reflecting the pulse of Asia today.



@ Suntec Singapore

BroadcastAsia is Asia's must-attend international event for the pro-audio, film, digital media and broadcasting industries.

Get connected to the industry's who's who by presenting your latest technologies and innovations that are creating new value and reshaping the broadcast value chain.

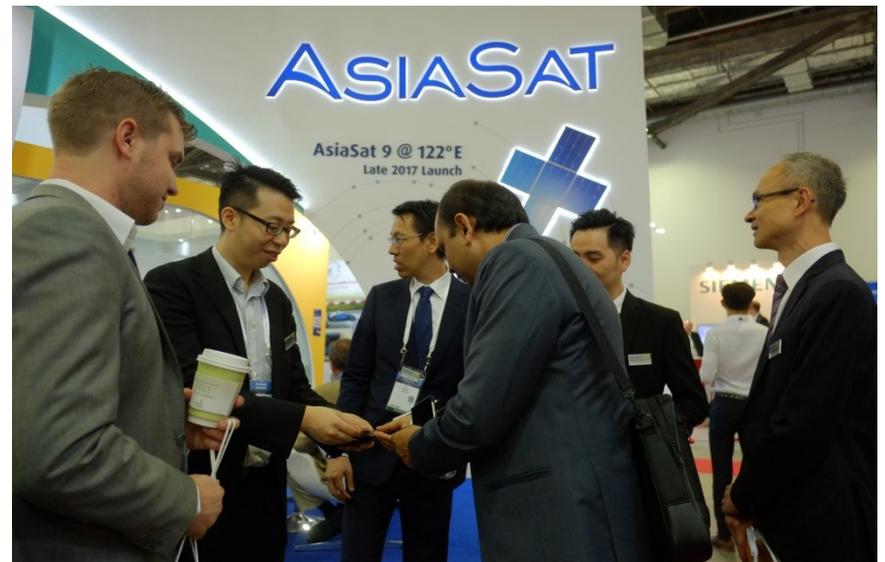




@ Marina Bay Sands, Singapore

Recognised as Asia's most established and relevant ICT industry event for the telecommunications sector, 2018's edition will reveal a refreshed and more focused identity.

Showcase your solutions and gain exposure to business opportunities that can boost your brand's presence and value.





@ Marina Bay Sands, Singapore

...ative showcase for specialised solutions that  
...eir digital transformation journey, NXTAsia  
will spotlight on the latest emerging technologies.

Position your company / start-up's latest solutions / products in  
emerging technologies on a level playing field, and gain exposure to  
quality sales leads.





# ConnecTechAsia Summit

@ Marina Bay Sands &  
Suntec Singapore

**ConnecTechAsia Summit 2018** Summit incorporates **3 integrated conference tracks** about disruptive technologies and transformative solutions and services that are changing business approaches:

- NetworkComms
- EmergingTech
- BroadcastMedia





# ConnecTechAsia Summit

@ Marina Bay Sands &  
Suntec Singapore

NetworkComms Track	BroadcastMedia Track	EmergingTech Track
<ul style="list-style-type: none"><li>• 5G Trial and Development</li><li>• 4G, LTE business and Revenue Monetisation Models</li><li>• Network Infrastructure / Architecture</li><li>• Satellite Communications</li><li>• SDN and NFV - Network Slicing</li></ul>	<ul style="list-style-type: none"><li>• VR OTT</li><li>• Broadcast IoT</li><li>• Artificial Intelligence and Machine Learning for Broadcasting</li><li>• 4K / UHD</li><li>• 5G for Video</li><li>• IP Broadcasting</li><li>• Migration from PayTV to OTT and VOD</li><li>• Existing and Growing Threat of Piracy</li><li>• Video Optimisation on SDN/ NFV</li></ul>	<ul style="list-style-type: none"><li>• Cloud Networking and Fog Computing</li><li>• Enterprise IoT / M2M</li><li>• Artificial Intelligence and Machine Learning</li><li>• Data Science and Analytics</li><li>• Startups / Fintech Innovation</li><li>• Smart Cities/ Technologies</li><li>• Augmented, Virtual and Mixed Reality (VR/AR/ MR)</li><li>• Cyber-Security</li><li>• Blockchain Technology</li></ul>

# How will ConneCTechAsia benefit Your Business?

- Triple your brand's reach via ConneCTechAsia's extensive marketing campaign
- Gain access to buyers from all 3 shows - broadcasting and digital media , ICT and vertical industry enterprise users
- Present your solutions directly to business prospects at exhibitor theatres across the ConneCTechAsia platform
- Leverage on high level networking functions with C-levels and peers across key growth industries

# Technology Focus



- Content Management and Systems
- Content Distribution and Delivery
- OTT / TV Everywhere
- Acquisition, Cinematography, Film & Production
- Post-Production
- Pro Audio Tech
- Professional Lighting
- Digital Display



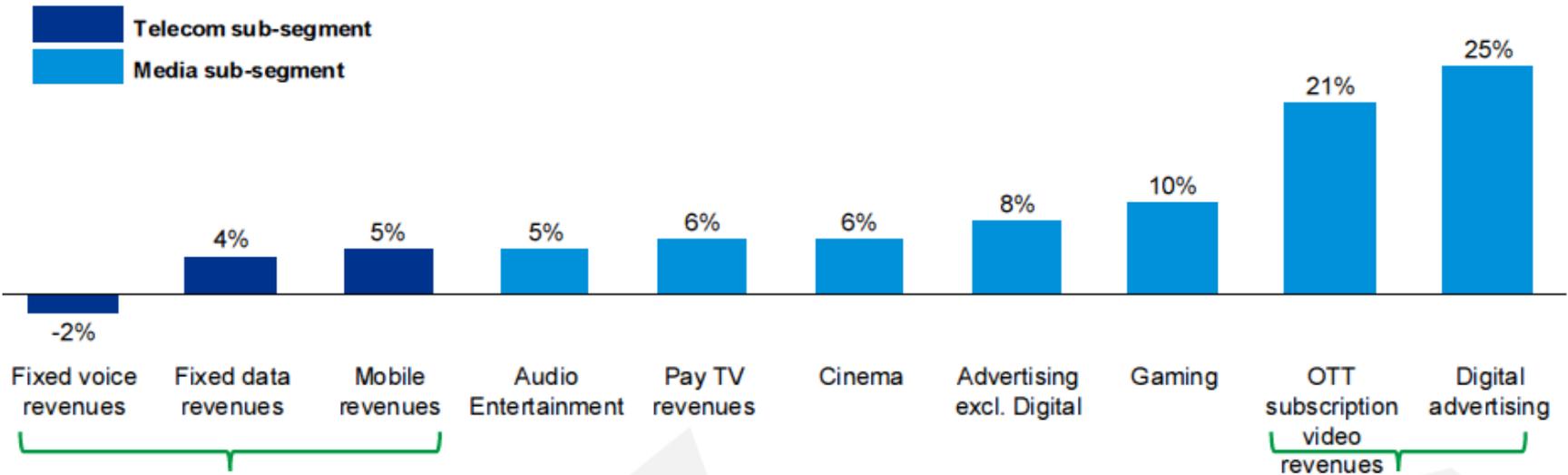
- 5G/ SDN/ NFV/ Small Cells
- Broadband & Infrastructure
- FTTX / Photonics/ Fibre Communications
- SatComm
- Connect Everywhere



- IoT / Smart Cities
- Cloud / Big Data / Data Centre
- Cyber-Security /Security
- AI / Machine Learning / Robotics
- AR / VR / Mixed Reality

# Market Overview - Broadcasting

Revenue growth projections in Asia Pacific region (2016-20 CAGR)



## Slowdown in Telecom

Growth in low single digits in AP region expected to result in lower investment in network infrastructure by telecom companies

## Traditional broadcasting / Pay TV (DTT, Cable & DTH) faces slowing growth

However, stronger growth in Asia Pacific (AP) region, compared to more mature markets in Europe & N. America

## Double digit growth in OTT subscription video and Digital advertising to continue

Online & mobile viewing continue to take viewership share from traditional TV viewing; Digital advertising continues to take share from traditional advertising spends

Source: KPMG

# Market Overview - Broadcasting (cont'd)

Over the next five years, the entertainment and media sector in Singapore, Southeast Asia and globally is projected to grow at the following rates:

## *Room for entertainment and media growth*

Big boom projected  
in Southeast Asia

**Projected  
E&M growth  
2016–2021**

Global  
**4.2%**  
CAGR  
US\$1.8tn >>  
US\$2.3tn

Singapore  
**4.7%**  
CAGR  
US\$5.8bn >>  
US\$7.3bn

Southeast Asia  
**7.2%**  
CAGR  
US\$45.6bn >>  
US\$64.5bn

Source: Global entertainment and media outlook 2017-2021, PwC, Ovum

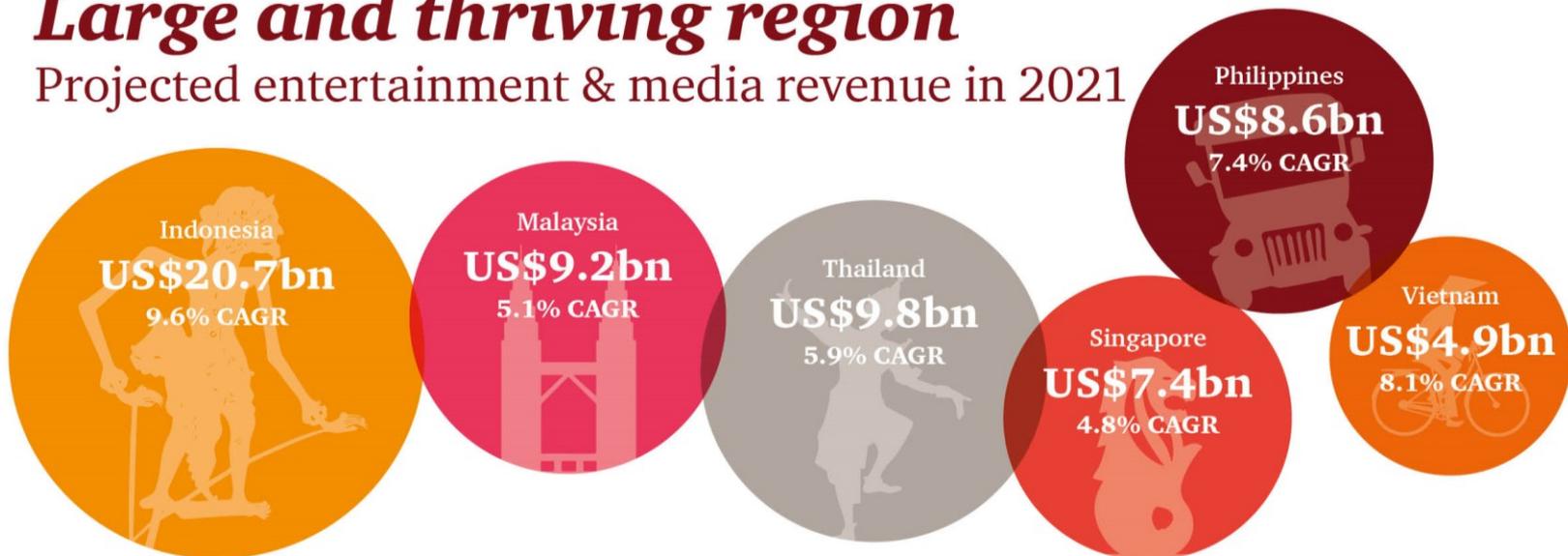
# Market Overview – Broadcasting (cont'd)

The media industry is diverse across its segments, and this diversity is multiplied when you layer in the heterogeneous nature of the industry in the various markets of Southeast Asia.

Indonesia remains the largest entertainment and media market in Southeast Asia, and is expected to be the highest growing market in the region.

## ***Southeast Asia: Large and thriving region***

Projected entertainment & media revenue in 2021

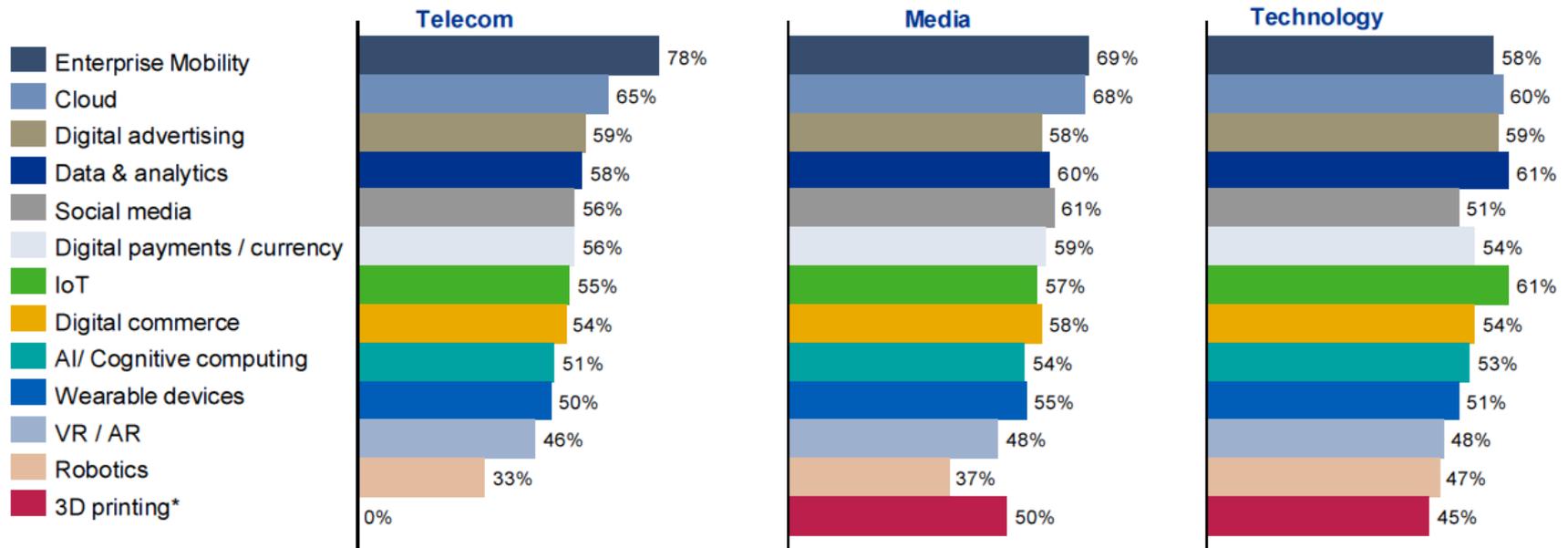


Source: Global entertainment and media outlook 2017-2021, PwC, Ovum

# Market Overview – ICT

TMT companies are investing in a wide range of new disruptive technologies, reflective of uncertainty over impact of new technologies.

“To what extent is your company investing in each of the following technologies?”



Source: KPMG

# Market Overview – ICT (cont'd)

Most investments today are in Enterprise Mobility, Data & Analytics and Cloud

Top 5 disruptive technologies categories in each of the three TMT sectors based on investments

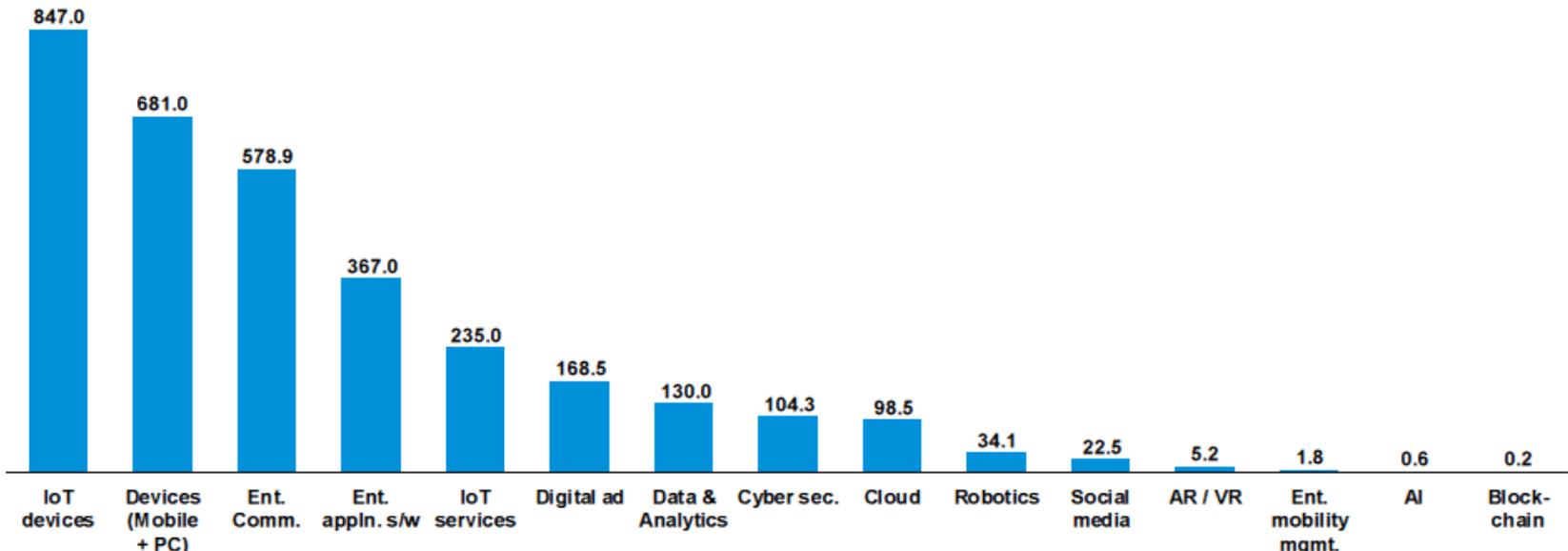
			
Rank	Telecom	Media	Technology
1	Enterprise mobility	Enterprise mobility	Data & Analytics
2	Cloud	Cloud	IoT
3	Digital advertising	Social media	Cloud
4	Data & Analytics	Data & Analytics	Digital advertising
5	Mobile payments / currency	Mobile payments / currency	Enterprise mobility

Source: KPMG

# Market Overview – Enterprise ICT Spending

Enterprises spend highest on IoT & traditional devices, communications and application software today

Global spend by enterprises on different technologies (USD bn) - 2016



Source: KPMG

# Market Overview – Enterprise ICT Spending (cont'd)

## Growth in global spend by enterprises on different technologies (CAGR\*)

**Very high growth technologies (>20% global CAGR)**

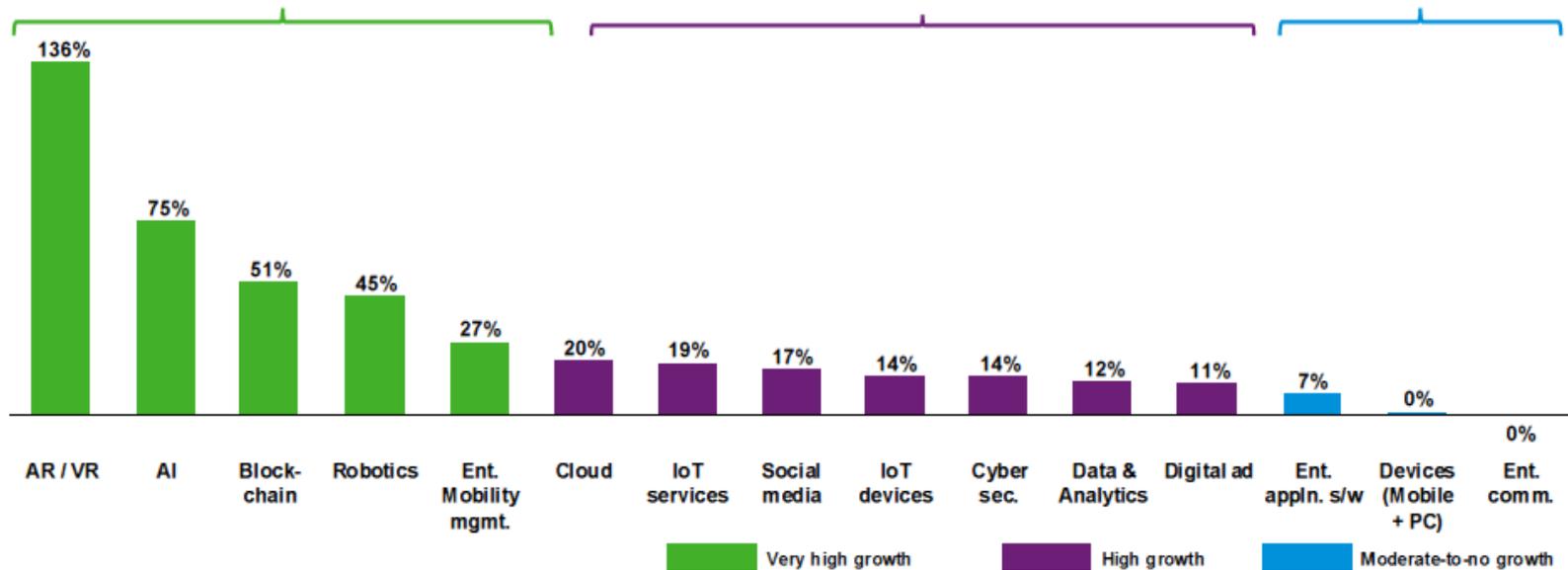
Very high future growth potential but immediate growth in Asia Pacific may be slower than global growth

**High growth technologies (10-20% global CAGR)**

Seeing high growth globally and even higher growth in Asia Pacific region

**Moderate-to-no growth technologies (<10% global CAGR)**

Limited growth globally and in Asia Pacific



Source: KPMG

# Bringing Buyers to You

Leverage on our extensive marketing and visitor promotion plan to maximise your investment at the show.

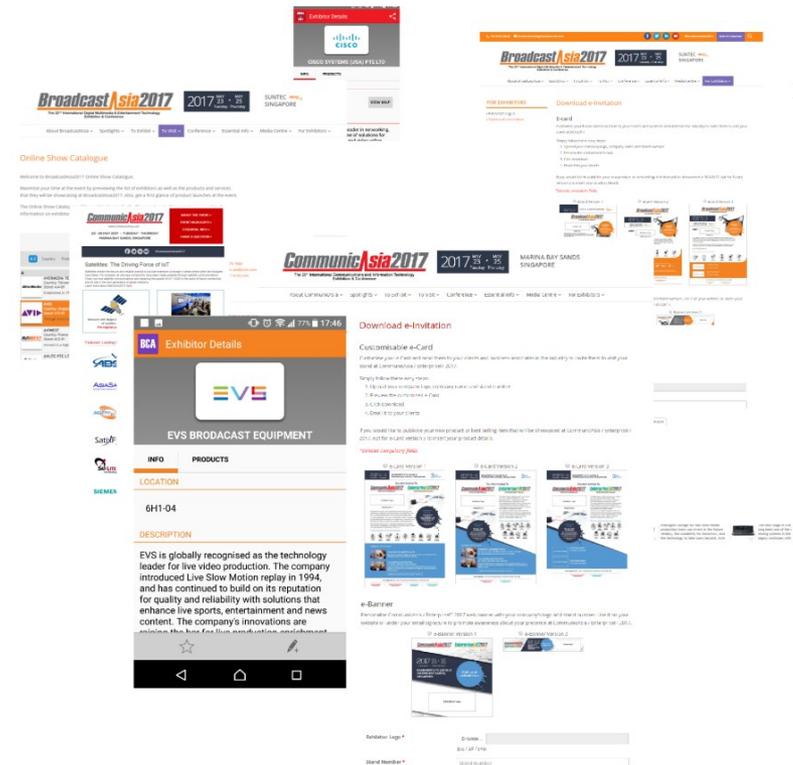


Simply submit your company's information through the exhibitor manual and let the industry know your products and services, and especially your brand!

# Extending Your Brand's Outreach

## Marketing Efforts

- Pre-Show
  - Direct Mailing
  - Enewsletters
  - Creation of customisable collateral for exhibitor's use
  - Partnership with Media Partners & Industry Associations
  - Loop @ ConneCTechAsia (Online Business Matching Programme)
  - Mobile App / Online Show Catalogue
  - Media Coverage Opportunities
- Onsite
  - Onsite Collateral
  - Cross Venue / Show Marketing
  - Video Interviews
  - Media Coverage Opportunities



# Drawing Quality Buyers

## Visitor Promotion

- Telemarketing
- Visitor Promotion Trips to priority markets
- Newspaper / Street Banner  
/ Radio Advertising
- Cross Venue Marketing
- Group Delegation and Hosted  
VIP Programmes



# Meeting of Like-Minded Attendees



Maximise your time and set up meetings with your targeted buyers even before the event via Loop which is easily accessible via your desktop, laptop, mobile or tablet

## C-Level Networking Events through

- Media Partners
- Industry Associations
- Industry Partners
- Organiser

## Technology Tours



# Increase Buyer Engagement

Leverage on various exhibitors' presentation platforms across the 3 events

- @ CommunicAsia, Marina Bay Sands

**X**perience  
Zone

- @ NXTAsia, Marina Bay Sands

**NXT**Asia  
Theatre

- @ BroadcastAsia, Suntec Singapore

**Innovation**  
Hub

**TveX**change



# Increase Buyer Engagement (cont'd)

Focus on specific & targeted profile of attendees through these themed sessions

- @ NXTAsia, Marina Bay Sands

**DIGiMarketing**  
Lab

**SME**Day

- @ BroadcastAsia, Suntec Singapore

**Post/**  
**Production**  
Hub  
**Producer**  
Connect





# 2017 Key Event Statistics

## Gathering of professionals from the ICT & Digital Multimedia Industries



**37,446**

Attendees



**1,791**

Exhibitors from  
52 Countries



**256**

Renowned  
speakers



**214**

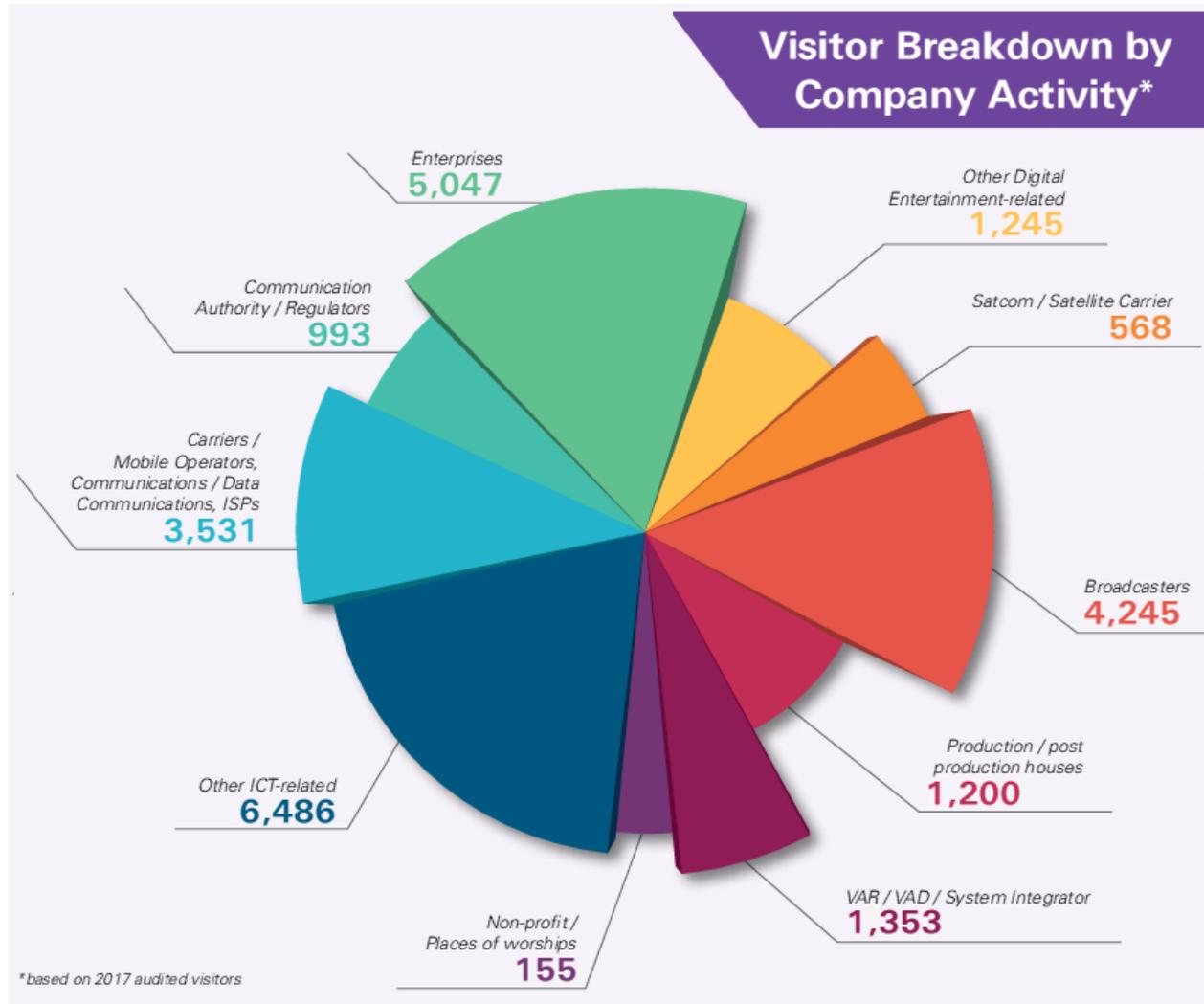
Members  
of media



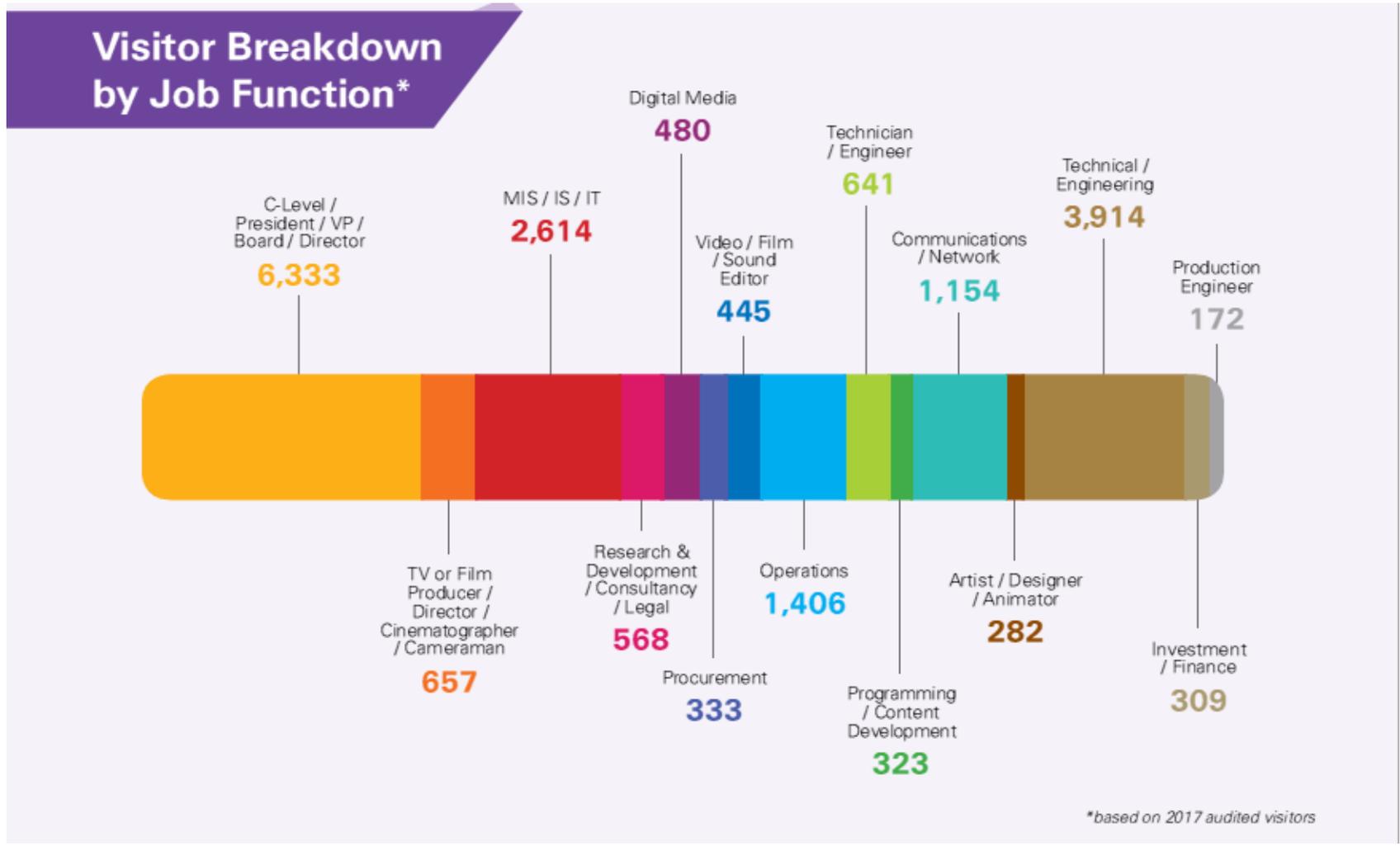
**1,017**

News articles

# 2017 Key Visitor Statistics



# 2017 Key Visitor Statistics (cont'd)



# 2017 Key Visitor Statistics (cont'd)

## Strong Participation by Overseas Visitors



# 2017 Key Exhibitors of BroadcastAsia

The 2017 edition was strongly endorsed by these market leaders:



# 2017 Key Exhibitors of CommunicAsia

The 2017 & 2018 editions are strongly endorsed by these market leaders:



# In 2018, exhibit alongside these companies

at  **NXTAsia**



“The show has helped OTSAW Digital to reach international clients, gather massive interest and bring us high quality leads. During the event, we also signed an MOU with the Dubai Police Force to deploy their new O-R3 security robot as part of the Smart Dubai initiative, after they read about us in the news!” – Mr Ling Ting Ming, CEO of OTSAW Digital



# ConnecTechAsia

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[www.CommunicAsia.com](http://www.CommunicAsia.com)



[www.NXTAsiaExpo.com](http://www.NXTAsiaExpo.com)



[www.BroadcastAsia.com](http://www.BroadcastAsia.com)

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